

Workplace Behavioral Health Programs Show a \$4.10 ROI for Every Dollar Spent

For decades businesses have offered standard benefits like health insurance, short and long-term disability, and Employee Assistance Programs (EAPs). And while these services offer valuable care, they focus primarily on physical health and often go underutilized.

To offset this growing gap in benefits, many businesses are turning to workplace behavioral health programs – with the most successful programs driving ROI by dilligently tracking KPIs and using program utilization data to inform strategy, measure effectiveness, and maximize existing investments.

In 2018 Deloitte profiled Bell Canada, a telecommunications company, who launched a large mental health initiative for employees in 2010. Over the next seven years they tracked 90 metrics across the program – **recognizing an ROI of \$4.10** for every dollar invested.¹ They also saw **a 190% increase in EFAP utilization, a 50% decrease in short-term disability reoccurrence, and a 20% decrease in short-term disability claims.**²

With behavioral health programs maturing over time, studies indicate it takes an average of three years to see a positive ROI. But as organizations measure YoY impact, they should expect a rise in financial outcomes, employee productivity, retention rates, stronger talent, and more effective risk management – with direct and indirect costs decreasing.

A ROADMAP TO ROI

- Baseline company behavioral health needs.
- Prioritize high impact efforts, such as executive and leadership trainings.
- Take a proactive approach to addressing mental health and substance use with behavioral health literacy and screening tools.
- Identify program KPIs and success metrics by determining goals and financial impact.
- Measure performance and adoption with screening utilization data and EAP use rate.

